

ESTTA Tracking number: **ESTTA253281**

Filing date: **12/05/2008**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	University of Wyoming
Granted to Date of previous extension	12/07/2008
Address	P.O. Box 3434 University Station Laramie, WY 82071 UNITED STATES

Attorney information	Alicia Grahn Jones Kilpatrick Stockton LLP 1100 Peachtree Street Suite 2800 Atlanta, GA 30309 UNITED STATES tmadmin@kilpatrickstockton.com, aljones@kilpatrickstockton.com, lkemp@kilpatrickstockton.com Phone:404-815-6500
----------------------	---

### Applicant Information

Application No	77383001	Publication date	06/10/2008
Opposition Filing Date	12/05/2008	Opposition Period Ends	12/07/2008
Applicant	Super Bakery, Incorporated Suite 455 5700 Corporate Drive Pittsburgh, PA 15237 UNITED STATES		

### Goods/Services Affected by Opposition

Class 032. All goods and services in the class are opposed, namely: Sports drinks
--


### Grounds for Opposition


Deceptiveness	Trademark Act section 2(a)
False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1725815	Application Date	04/09/1991
Registration Date	10/20/1992	Foreign Priority Date	NONE
Word Mark	WYOMING COWBOYS		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1946/06/01 First Use In Commerce: 1946/06/01 T-shirts, sweat shirts, sweaters, jackets, coats, sweat pants, caps, hats and tennis shoes Class 041. First use: First Use: 1891/00/00 First Use In Commerce: 1891/00/00 educational services; namely, providing courses of instruction at the college level; and entertainment services; namely, promoting and conducting college level men's and women's sporting events

U.S. Registration No.	1782611	Application Date	09/25/1989
Registration Date	07/20/1993	Foreign Priority Date	NONE
Word Mark	COWBOYS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1953/06/01 First Use In Commerce: 1953/06/01 COMMEMORATIVE PROGRAMS, CATALOGS, NEWSLETTERS DEALING WITH UNIVERSITY ACTIVITIES, AND PLAYING CARDS Class 025. First use: First Use: 1966/05/01 First Use In Commerce: 1966/05/01 CLOTHING; NAMELY, T-SHIRTS, SWEATSHIRTS, AND JACKETS		

U.S. Registration No.	2001028	Application Date	07/06/1995
Registration Date	09/17/1996	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 021. First use: First Use: 1986/08/15 First Use In Commerce: 1986/08/15 drinking glasses, cups, mugs, steins, plates, shot glasses, toothpick holders, trivets, coasters not of paper and not being table linen, portable coolers, beverage can holders, pitchers, and vases

U.S. Registration No.	2004142	Application Date	07/06/1995
Registration Date	10/01/1996	Foreign Priority Date	NONE

Word Mark	NONE
-----------	------


Design Mark	
-------------	---

Description of Mark	NONE
---------------------	------

Goods/Services	Class 016. First use: First Use: 1924/06/01 First Use In Commerce: 1924/06/01 stationery, envelopes, business cards, [photographic prints,] playing cards, bumper stickers, decals, writing pads, pens, pencils, notebooks, three ring binders, post cards
----------------	--


U.S. Registration No.	1969265	Application Date	05/17/1994
Registration Date	04/23/1996	Foreign Priority Date	NONE

Word Mark	NONE
-----------	------

Design Mark	
-------------	---

Description of Mark	NONE
---------------------	------

Goods/Services	Class 025. First use: First Use: 1922/06/01 First Use In Commerce: 1922/06/01 T-shirts, sweat shirts, sweaters, jackets, coats, sweat pants, shorts, caps, hats [ and athletic shoes ]
----------------	--

U.S. Registration No.	1682268	Application Date	04/09/1991
Registration Date	04/07/1992	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1922/06/01 First Use In Commerce: 1922/06/01 educational services; namely, providing courses of instruction at the college level; and entertainment services; namely, promoting and conducting college level men's and women's sporting events		

U.S. Application/Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	COWBOYS		
Goods/Services	Educational services, apparel, and other goods and services commonly associated with a university as an educational institution and its athletic department.		

Attachments	73827599#TMSN.gif ( 1 page )( bytes ) 74697845#TMSN.gif ( 1 page )( bytes ) 74697844#TMSN.gif ( 1 page )( bytes ) 74525745#TMSN.gif ( 1 page )( bytes ) 74155427#TMSN.gif ( 1 page )( bytes ) NOO Wyoming COWBOYADE.pdf ( 24 pages )(194076 bytes )
-------------	--

## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Alicia Grahm Jones/
Name	Alicia Grahm Jones
Date	12/05/2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

UNIVERSITY OF WYOMING,	)	
	)	
	)	
	)	
v.                      Opposer,	)	In the matter of Application
	)	Serial No. 77/383,001
	)	for the mark COWBOYADE
	)	
	)	
SUPER BAKERY, INC.,	)	
	)	
	)	
Applicant.	)	

**NOTICE OF OPPOSITION**

Opposer University of Wyoming (“Opposer” or the “University”), a Wyoming corporation located at 1000 East University Avenue, Laramie, WY 82071, believes it will be damaged by the registration of the mark COWBOYADE (Serial No. 77/383,001), and opposes the same pursuant to 15 U.S.C. § 1063 and 37 C.F.R. §§ 2.101, 2.104(a). The grounds for this opposition are as follows:

1. On information and belief, on January 29, 2008, Applicant Super Bakery, Inc. (“Applicant”) filed an intent-to-use application to register the mark COWBOYADE (Serial No. 77/383,001) (“Applicant’s Mark”) for use in connection with “sports drinks and performance drinks” in International Class 32. The recitation of goods was amended by the Applicant to “sports drinks” in International Class 32.

2. Applicant owns at least twenty pending applications to register marks that incorporate collegiate mascot trademarks of well-known universities and colleges in addition to the letter string “ADE” for use in connection with sports drinks. Attached as **Exhibit 1** is a chart

reflecting Applicant's applications that incorporate collegiate mascot trademarks. Applicant is attempting to register marks that trade on the goodwill and fame of various colleges and universities as well as professional sports teams across the United States.

3. The application for Applicant's Mark was first published for opposition in the *Official Gazette* dated June 10, 2008. Opposer timely filed extensions of time to oppose this application, and thus is allowed until December 8, 2008 to file this Notice of Opposition.

4. The University was founded in 1887, and offers undergraduate and graduate educational and athletic programs. The University has seven colleges and 180 different programs of study. In the 2007-2008 academic year, the University enrolled a total of 12,875 students.

5. Since as early as 1891, the University and its athletic teams have used the COWBOYS mark in connection with a broad range of goods and services. The University's athletic department, and its many teams and organizations use the COWBOYS mark, which is the University's nickname, mascot, and athletic identity. The University owns the COWBOYS mark for use in connection with a wide variety of goods and services.

6. The University is a member of the Mountain West Conference, which participates in the NCAA Division I. The University has seven men's varsity sports teams, which are referred to as the COWBOYS. The University's men's athletics teams have won four national championships, which include the NCAA Skiing Championship in 1968 and 1985, NCAA Men's Division I Basketball Championship in 1943, and the ACHA Men's Division III Hockey Championship in 2001. The University's men's basketball team has enjoyed tremendous success, including winning two Mountain West Conference titles, most recently in 2002, five Western Athletic Conference Championships, eight Skyline Conference Championships, and one

Rocky Mountain Athletic Conference Championship. As a result, the University's athletic teams and the COWBOYS mark have been extensively featured on television broadcasts and in print and online media nationwide for decades.

7. For decades (and well before Applicant adopted its COWBOYADE mark), the University has licensed its COWBOYS trademark in connection with a variety of products. The University's licensed products bearing the COWBOYS mark are sold across the United States.

8. The University owns a federal registration for the mark WYOMING COWBOYS (Reg. No. 1,725,815) for "t-shirts, sweat shirts, sweaters, jackets, coats, sweat pants, caps, hats and tennis shoes" in International Class 25, and "educational services; namely, providing courses of instruction at the college level; and entertainment services; namely, promoting and conducting college level men's and women's sporting events" in International Class 41, registered on October 20, 1992, claiming a date of first use of 1891 in International Class 41, and a date of first use of June 1, 1946 in International Class 25. A true and correct copy of the Certificate of Registration for the mark WYOMING COWBOYS (Reg. No. 1,725,815) is attached as **Exhibit 2**.

9. The University has complied with all requirements necessary to maintain its registration of the mark WYOMING COWBOYS (Reg. No. 1,725,815), which is now incontestable under 15 U.S.C. § 1065.

10. The University owns a federal registration for the mark COWBOYS & Design (Reg. No. 1,782,611), depicted below, for "commemorative programs, catalogs, newsletters dealing with university activities, and playing cards" in International Class 16, and "clothing; namely, t-shirts, sweatshirts, and jackets" in International Class 25, registered on July 20, 1993,

claiming a date of first use of June 1, 1953 in International Class 16, and a date of first use of May 1, 1966 in International Class 25.



A true and correct copy of the Certificate of Registration for the mark COWBOYS & Design (Reg. No. 1,782,611) is attached as **Exhibit 3**.

11. The University has complied with all requirements necessary to maintain its registration of the mark COWBOYS & Design (Reg. No. 1,782,611), which is now incontestable under 15 U.S.C. § 1065.

12. The University owns a federal registration for a cowboy design (Reg. No. 2,001,028), depicted below (the “Cowboy Design”), for “drinking glasses, cups, mugs, steins, plates, shot glasses, toothpick holders, trivets, coasters not of paper and not being table linen, portable coolers, beverage can holders, pitchers, and vases” in International Class 21, registered on September 17, 1996, claiming a date of first use of August 15, 1986.





A true and correct copy of the Certificate of Registration for the Cowboy Design (Reg. No. 2,001,028) is attached as **Exhibit 4**.

13. The University has complied with all requirements necessary to maintain its registration of the Cowboy Design (Reg. No. 2,001,028), which is now incontestable under 15 U.S.C. § 1065.

14. The University owns a federal registration for the Cowboy Design (Reg. No. 2,004,142) for “stationery, envelopes, business cards, playing cards, bumper stickers, decals, writing pads, pens, pencils, notebooks, three ring binders, post cards” in International Class 16, registered on October 1, 1996, claiming a date of first use of June 1, 1924. A true and correct copy of the Certificate of Registration for the Cowboy Design (Reg. No. 2,004,142) is attached as **Exhibit 5**.

15. The University has complied with all requirements necessary to maintain its registration of the Cowboy Design (Reg. No. 2,004,142), which is now incontestable under 15 U.S.C. § 1065.

16. The University owns a federal registration for a cowboy and hat design (Reg. No. 1,969,265), depicted below (the “Cowboy and Hat Design”), for “t-shirts, sweat shirts, sweaters,

jackets, coats, sweat pants, shorts, caps, hats” in International Class 25, registered on April 23, 1996, claiming a date of first use of June 1, 1922.



A true and correct copy of the Certificate of Registration for the Cowboy and Hat Design (Reg. No. 1,969,265) is attached as **Exhibit 6**.

17. The University has complied with all requirements necessary to maintain its registration of the Cowboy and Hat Design (Reg. No. 1,969,265), which is now incontestable under 15 U.S.C. § 1065.

18. The University owns a federal registration for the Cowboy and Hat Design (Reg. No. 1,682,268) for “educational services; namely, providing courses of instruction at the college level; and entertainment services; namely, promoting and conducting college level men’s and women’s sporting events” in International Class 41, registered on April 7, 1992, claiming a date of first use of June 1, 1922. A true and correct copy of the Certificate of Registration for the Cowboy and Hat Design (Reg. No. 1,682,268) is attached as **Exhibit 7**.

19. The University has complied with all requirements necessary to maintain its registration of the Cowboy and Hat Design (Reg. No. 1,682,268), which is now incontestable under 15 U.S.C. § 1065.

20. The University's trademarks in paragraphs 6-19 are collectively referred to as the "University's COWBOYS Marks."

21. As a result of the University's longstanding and extensive use, the University's COWBOYS Marks are symbolic of the extensive goodwill and consumer recognition established by the University. The University's COWBOYS Marks have attained a high degree of recognition and distinctiveness throughout the United States, and particularly in the western United States, in connection with educational services, apparel, and other goods and services commonly associated with a university as an educational institution and its athletic department. By virtue of the University's expenditure of substantial amounts of time, effort, and money in advertising and promoting its goods and services, the University's COWBOYS Marks have come to identify the University's athletics and other goods and services. Purchasers and prospective purchasers, as well as other members of the public, are familiar with and identify the University's COWBOYS Marks, and understand and expect that a wide variety of goods and services offered under the University's COWBOYS Marks are affiliated with, sponsored, or licensed by the University. Indeed, the University's COWBOYS Marks have become well-known for the University's goods and services, particularly in the western United States.

22. The University will be damaged by the registration of Applicant's COWBOYADE mark because the mark and its associated goods so resemble the University's COWBOYS Marks and the associated goods and services as to be likely to cause confusion, mistake, and deception. Indeed, Applicant's Mark incorporates the COWBOY mark in an attempt to trade off the goodwill of the University's COWBOYS Marks. Moreover, the goods offered under Applicant's Mark, sports drinks, are similar to the goods and services offered under the University's COWBOYS Marks. On information and belief, Applicant's goods

offered under Applicant's Mark will be sold to students, fans, and alumni of the University.

23. Persons familiar with the University's COWBOYS Marks are likely to believe erroneously that Applicant's goods are offered by the University, or are authorized, licensed, endorsed, or sponsored by the University, and registration of Applicant's Mark on the Principal Register will be inconsistent with the University's rights in the University's COWBOYS Marks.

24. Applicant's applied-for-mark also falsely suggests a connection with the University, in violation of Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a).

25. The filing fee in the amount of \$300.00 is enclosed. The Commissioner is authorized to debit the deposit account of Kilpatrick Stockton LLP (deposit account no. 11-0860) for any deficiency in the required fee.

WHEREFORE, the University requests that Application Serial No. 77/383,001 be refused registration and this Notice of Opposition be sustained in its favor.

Respectfully submitted,

/s/ Alicia Grahm Jones  
R. Charles Henn Jr.  
Alicia Grahm Jones  
KILPATRICK STOCKTON LLP  
1100 Peachtree Street  
Suite 2800  
Atlanta, Georgia 30309-4530  
(404) 815-6500  
Attorneys for Opposer

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing NOTICE OF OPPOSITION was served on counsel for Applicant on December 5, 2008 via first class mail to:

John W. McIlvaine  
The Webb Law Firm  
436 Seventh Avenue  
700 Koppers Building  
Pittsburgh, PA 15219

/s/ Alicia Grahm Jones  
Counsel for Opposer

**CERTIFICATE OF TRANSMITTAL**

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, December 5, 2008.

/s/ Alicia Grahm Jones  
Counsel for Opposer

# **EXHIBIT 1**

**Trademark Applications Owned by Applicant**

<b>Trademark</b>	<b>Application Number</b>	<b>Goods</b>
<b>BADGERADE</b>	77-382271	“sports drinks” in International Class 32
<b>BRONCOADE</b>	77-382281	“sports drinks” in International Class 32
<b>BULLDOGADE</b>	77-382118	“non-caffeinated hydrating sports drinks” in International Class 32
<b>CATADE</b>	77-382985	“sports drinks” in International Class 32
<b>COUGARADE</b>	77-382996	“sports drinks” in International Class 32
<b>FALCONADE</b>	77-384233	“sports drinks and performance drinks” in International Class 32
<b>HURRICANEADE</b>	77-382960	“sports drinks” in International Class 32
<b>HUSKIEADE</b>	77-384238	“sports drinks and performance drinks” in International Class 32
<b>IRISHADE</b>	77-382991	“sports drinks” in International Class 32
<b>JAYHAWKADE</b>	77-383006	“sports drinks” in International Class 32
<b>WOLVERINEADE</b>	77-384032	“sports drinks and performance drinks” in International Class 32
<b>KNIGHTADE</b>	77-383021	“sports drinks” in International Class 32
<b>PANTHERADE</b>	77-383064	“sports drinks” in International Class 32
<b>MOUNTAINEERADE</b>	77-383048	“sports drinks” in International Class 32
<b>SOONERADE</b>	77-383960	“sports drinks” in International Class 32
<b>VOLUNTEERADE</b>	77-384000	“sports drinks” in International Class 32
<b>CORNHUSKERADE</b>	77-384196	“sports drinks and performance drinks” in International Class 32
<b>LONGHORNADE</b>	77-383038	“sports drinks, namely, lemonade and limeade” in International Class 32

**Trademark Applications Owned by Applicant**

<b>REBELADE</b>	77-383860	“non-caffeinated hydrating sports drinks” in International Class 32
<b>SPARTANADE</b>	77-383891	“hydrating sports drinks” in International Class 32



# **EXHIBIT 2**

**Int. Cls.: 25 and 41**

**Prior U.S. Cls.: 39 and 107**

**United States Patent and Trademark Office**

**Reg. No. 1,725,815**

**Registered Oct. 20, 1992**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**WYOMING COWBOYS**

UNIVERSITY OF WYOMING (WYOMING CORPORATION)  
P.O. BOX 3322  
UNIVERSITY STATION  
LARAMIE, WY 820713322

FOR: T-SHIRTS, SWEAT SHIRTS, SWEATERS, JACKETS, COATS, SWEAT PANTS, CAPS, HATS AND TENNIS SHOES, IN CLASS 25 (U.S. CL. 39).

FIRST USE 6-1-1946; IN COMMERCE 6-1-1946.

FOR: EDUCATIONAL SERVICES; NAMELY, PROVIDING COURSES OF INSTRUCTION AT

THE COLLEGE LEVEL; AND ENTERTAINMENT SERVICES; NAMELY, PROMOTING AND CONDUCTING COLLEGE LEVEL MEN'S AND WOMEN'S SPORTING EVENTS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 0-0-1891; IN COMMERCE 0-0-1891.

SEC. 2(F).

SER. NO. 74-155,426, FILED 4-9-1991.

CHRIS A. F. PEDERSEN, EXAMINING ATTORNEY

# EXHIBIT 3

Int. Cls.: 16 and 25

Prior U.S. Cls.: 22, 38 and 39

**United States Patent and Trademark Office**

**Reg. No. 1,782,611**  
Registered July 20, 1993

**TRADEMARK  
PRINCIPAL REGISTER**



UNIVERSITY OF WYOMING (WYOMING CORPORATION)  
P.O. BOX 3322  
UNIVERSITY STATION  
LARAMIE, WY 82071

FOR: COMMEMORATIVE PROGRAMS, CATALOGS, NEWSLETTERS DEALING WITH UNIVERSITY ACTIVITIES, AND PLAYING CARDS, IN CLASS 16 (U.S. CLS. 22 AND 38).

FIRST USE 6-1-1953; IN COMMERCE 6-1-1953.

FOR: CLOTHING; NAMELY, T-SHIRTS, SWEATSHIRTS, AND JACKETS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 5-1-1966; IN COMMERCE 5-1-1966.

THE LINING SHOWN IN THE DRAWING IS NOT INTENDED TO INDICATE COLOR, RATHER THE LINING IS SIMPLY A FEATURE OF THE MARK.

SER. NO. 73-827,599, FILED 9-25-1989.

DAVID C. REIHNER, EXAMINING ATTORNEY

# EXHIBIT 4

Int. Cl.: 21

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40 and 50

**United States Patent and Trademark Office**

**Reg. No. 2,001,028**

Registered Sep. 17, 1996

**TRADEMARK  
PRINCIPAL REGISTER**



UNIVERSITY OF WYOMING (WYOMING CORPORATION)  
PO BOX 3322  
TRADEMARK LICENSING UNIVERSITY STATION  
LARAMIE, WY 820713322

FOR: DRINKING GLASSES, CUPS, MUGS, STEINS, PLATES, SHOT GLASSES, TOOTH-PICK HOLDERS, TRIVETS, COASTERS NOT OF PAPER AND NOT BEING TABLE LINEN,

PORTABLE COOLERS, BEVERAGE CAN HOLDERS, PITCHERS, AND VASES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 8-15-1986; IN COMMERCE 8-15-1986.

OWNER OF U.S. REG. NO. 1,682,268.

SER. NO. 74-697,845, FILED 7-6-1995.

ELLEN B. AWRICH, EXAMINING ATTORNEY

# EXHIBIT 5

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

**United States Patent and Trademark Office**

**Reg. No. 2,004,142**

**Registered Oct. 1, 1996**

**TRADEMARK  
PRINCIPAL REGISTER**



UNIVERSITY OF WYOMING (WYOMING CORPORATION)  
PO BOX 3322  
TRADEMARK LICENSING UNIVERSITY STATION  
LARAMIE, WY 820713322

FOR: STATIONERY, ENVELOPES, BUSINESS CARDS, PHOTOGRAPHIC PRINTS, PLAYING CARDS, BUMPER STICKERS, DECALS, WRITING PADS, PENS, PENCILS, NOTEBOOKS,

THREE RING BINDERS, POST CARDS , IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-1-1924; IN COMMERCE 6-1-1924.

OWNER OF U.S. REG. NO. 1,682,268.

SER. NO. 74-697,844, FILED 7-6-1995.

ELLEN B. AWRICH, EXAMINING ATTORNEY



# EXHIBIT 6

Int. Cl.: 25

Prior U.S. Cl.: 39

**United States Patent and Trademark Office** **Reg. No. 1,969,265**  
**Registered Apr. 23, 1996**

---

**TRADEMARK  
PRINCIPAL REGISTER**



UNIVERSITY OF WYOMING (WYOMING CORPORATION)  
P.O. BOX 3322  
UNIVERSITY STATION  
LARAMIE, WY 820713322

FOR: T-SHIRTS, SWEAT SHIRTS, SWEATERS, JACKETS, COATS, SWEAT PANTS,

SHORTS, CAPS, HATS AND ATHLETIC SHOES, IN CLASS 25 (U.S. CL. 39).

FIRST USE 6-1-1922; IN COMMERCE 6-1-1922.

SER. NO. 74-525,745, FILED 5-17-1994.

MARY ROSSMAN, EXAMINING ATTORNEY

# **EXHIBIT 7**

Int. Cl.: 41

Prior U.S. Cl.: 107

**United States Patent and Trademark Office**

**Reg. No. 1,682,268**

**Registered Apr. 7, 1992**

**SERVICE MARK  
PRINCIPAL REGISTER**



UNIVERSITY OF WYOMING (WYOMING CORPORATION)  
P.O. BOX 3322  
UNIVERSITY STATION  
LARAMIE, WY 820713322

FOR: EDUCATIONAL SERVICES; NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE COLLEGE LEVEL; AND ENTERTAINMENT SERVICES; NAMELY, PROMOTING

AND CONDUCTING COLLEGE LEVEL MEN'S AND WOMEN'S SPORTING EVENTS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 6-1-1922; IN COMMERCE 6-1-1922.

SER. NO. 74-155,427, FILED 4-9-1991.

MARGARET HOLTHUSEN, EXAMINING ATTORNEY